Westvaco: leader in forestry industry

When the West Virginia Pulp and Paper Company began purchasing land in this part of Virginia in 1944, the forestry industry was relatively young.

But in the 38 years since, the company, which in 1972 changed its name to Westvaco, has become a leader in the forest products industry, and a great deal of its innovative and progressive work is being conducted right here in Appomattox County and the surrounding area.

"The company really began to put together a land base along about 1965," according to Joe Collins, Virginia Woodlands Manager, Westvaco Timberlands Division spokesman.

Westvaco's land holdings in this area grew from approximately 50,000 acres in 1964 to approximately 140,000 acres at present.

"At the same time we began to build up a land base, we initiated land-management programs for planting and site preparation," Joe adds.

Westvaco uses the timber on its lands to supply two pulp and paper mills. Joe notes that the company's ultimate goal is to be between 50 percent and 75 percent self-sufficient in providing its own wood.

At present, the company has between 3,500 and 4,000 acres each year in site preparation and planting, representing between 3 million and 3.5 million pine seedlings.

One area of forestry in which Westvaco is deeply involved is tree breeding. Westvaco has a cooperative agreement with the state of Virginia where the state provides pine seedlings from genetically superior pine seeds developed by Westvaco. Westvaco works with North Carolina State University Tree Improvement Cooperative in grading trees to determine the trees with the most desireable characteristics. Then grafts are taken from the trees and used to produce the seeds and seedlings used in the Westvaco planting program.

When Westvaco began its active land-acquisition program, it also began building new roads through those lands, and improving existing roads.

The road development program goes hand-in-hand with the multiple-use approach to land management embraced by Westvaco.

"Our lands are widely by the public," Joe notes. "There are 110,000 acres in this area open to permit hunting. All of our lands are open to other recreational activities, such as bird watching, hiking and fishing. The only thing we don't allow is camping, because of the danger of fire, and health hazard. Also, we ask that persons using our lands honor locked gates."

The multiple-use concept is evident in almost every phase of Westvaco land management. For example, when a parcel of land is prepared for planting, care is taken to allow for wildlife forage areas and soil-conservation buffer zones.

Westvaco was recognized in 1981 as the Virginia State Conservationists of the Year by the Virginia Wildlife Federation. The company received the Federation's top award for its outstanding overall conservation effort and achievements in the areas of comprehensive multiple use forestry, environmental education and support of scientific studies.

Westvaco was also recently recognized by the Virginia Game Commission for their outstanding wildlife management practices in relation to forest management programs, and in 1979 received the Habitat Improvement Award from the Virginia Wild Turkey Federation.

The roads built into Westvaco properties are carefully designed to prevent erosion, and various types of grass which serve as animal forage are used to seed the sides of the roads.

Westvaco itself conducts a wildflower tour on its lands each spring, and a portion of its property is made available to the Boy Scouts each winter for the annual "Klondike Derby."

Westvaco is currently becoming involved in forest fertilization studies. "This is a relatively new program," Joe notes. "We are now fertilizing approximately 1,000 acres per year, and we're doing it using helicopters. We don't know exactly what benefits we'll get from this, but we do know that the fertilization helps some."

Similarly, Westvaco has in recent years been involved in testing chemicals designed to release pines from hardwood competition.

Keeping track of 140,000 acres of land, and the phase of management each parcel is in demands a sophisticated information system, and Westvaco's computer department is just that.

"Our computer program is one of the most advanced in the industry," according to Joe.

The computer used by Westvaco is capable of providing land-profile maps, as well as organizing data such as the number and types of seedlings planted at a certain site.

"The computer's print-out capabilities are so sophisticated that, once all the necessary data about a particular tract of land is placed in the computer, it can duplicate exactly every feature of that piece of land.

"So much of forestry involved maps," Joe notes, "In the past, maps were often drawn by hand. Once all data is put into the computer, we will be able to get a map of any parcel of land, as well as the information about that parcel; such as what type of site-preparation was used when it was planted-merely by asking the computer."

In addition to its land-management activities, Westvaco offers a market for wood cut in Appomattox County, according to Jerry Foltz, Eastern Virginia area wood procurement supervisor.

"Although no permanent buying facilities are located in the county, we do operate yards at Gladstone and Kelly," Jerry notes. "Both yards are located just outside the county and have offered a market for pulpwood to Appomattox County wood producers for the past 25 years."

Foltz notes that Westvaco also purchases sawmill chips from several area sawmills.

"Our field procurement and CFM activities include buying stumpage and assisting local landowners in managing their woodlands," Jerry adds. Our staff includes six procurement foresters and four CFM foresters. Seven members of the staff live in Appomattox County."

The Cooperative Foresty Management (CFM) program began in 1974. This program is designed to provide professional forestry assistance to private landowners, Jerry says. "Our staff is providing forest management assistance to 16 Appomattox landowners on 14,678 acres," he adds.

"Our company has been involved in a matching seedling progam for more than 25 years," Jerry continues. For any private

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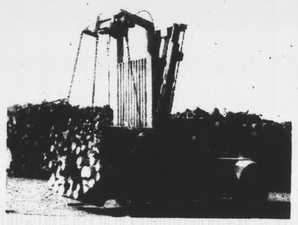
We're proud to be part of Central Virginia's progress.

Westvaco, one of the country's leading makers of pulp, paper packaging and specialty chemicals, has operated in Virginia since this century began.

Pulpwood that is purchased by our area woodyards represents business to us and jobs and income to the people who sell, cut and transport it. This wood is turned into bleached paperboard at Westvaco's mill in Covington. The bleached paperboard is then used to make folding cartons for thousands of consumer products and comes back to this area as packaging for many of the nation's leading brands.



One of the area's, and Westvaco's, most vital resources are our renewable forests. Our timberlands are intensively managed using proven, environmentally sound, Multiple Use forest management techniques. Besides wood, our scientifically managed forests provide food and cover for wildlife, help control erosion, protect watersheds, offer opportunities for recreation and give us natural beauty.

Through our Cooperative Forest Management (CFM) Program we're sharing our forestry experience with private landowners to help them turn their goals into action on their own forest lands.

We're proud to continue being part of the region's economic growth, a good neighbor in the area's forest industry and a fellow citizen in the heart of Virginia's beautiful Piedmont.

Westvaco
We live here.

Coleman & Sons, Inc. has been friend to the farmer in Appomattox since '46

The farmer's friend in Appomattox, Coleman and Sons, Inc., is a long-standing family business started in October of 1946 by Mr. Twyman Coleman.

A farmer himself, Mr. Coleman purchased the business from the late Herbert Pulliam. At the time the transaction was made, the farm-supply store was located on Harrell Street.

"I concentrated on feed, seed and fertilizer then," says Mr. Coleman.

The business was a relatively small one in 1946, with one full-time employee. But under the direction of Twyman, the business began to grow, reflecting the growth of Appomattox County itself.

In 1964, Twyman moved his business into a new building on Main Street. The new location afforded him space to expand, and shortly after the move he installed facilities for handling fertilizer in bulk quantities.

With this improvement came a need for more trucks, and Mr. Coleman added to his fleet of vehicles.

Twyman's sons, Ron and Dan, worked in the store while they were growing up. "They had been around the farm supply business pretty much all their lives," Twyman notes.

So, shortly after Dan returned from Vietnam Twyman turned the farm-supply business over to the capable hands of his two sons.

Ron, who served as a naval aviation officer in the 1960s, worked for the Marriott Corporation after getting out of the service. He is a graduate of Lynchburg College.

Dan is a graduate of Virginia Tech.

The Coleman sons took over the business in 1970, and continued the tradition of fine service begun by their father.

In addition, they continued the progressive approach to their farm-supply business, started by their father.

Today, the business which began in 1946 with one employee and limited facilities is a fully equipped farm supply business with a fleet of seven trucks and seven full-time employees.

"The business has remained basically the same in its approach to farm supplies since daddy had it," Ron notes.

Since 1970, the Coleman sons have increased the size of the display showroom floor, and increased the capacity for fertilizer storage, as well as adding liquid fertilizer and granular fertilizer mixing capabilities.

The retail store end of the business offers a wide variety of items for farm and home. From boots and work clothes to batteries and animal medicines, the Southern States affiliate store is well stocked to meet the needs of rural life.

Twyman did not retire immediately after turning over the business to Ron and Dan. "I got a real estate license and sold real estate in the area, and worked from time to time as a substitute mail carrier" after turning over the business to Ron and Dan, Twyman notes.

He also helped his third son, Phil, get started in the automotive supplies business last year, when Phil opened a Western Auto store in Appomattox.

Last fall, however, Twyman decided to relax, at least for a while, and went into full retirement.

Meanwhile, Coleman and Sons farm supply is as busy as ever. The spring rush is currently underway at the store, with area farmers and gardeners working to get their soil prepared for the growing season.

Plans for the future call for increasing the business's grain-storage capacity, according to Dan.

"We planned to do that about a year ago, but decided to wait a while and let the economy settle a little before we made that kind of investment," Ron notes.

For now, Dan and Ron Coleman continue a tradition of fine service to the farming community of Appomattox County and surrounding area begun in 1946 by their father.

Westvaco: head of the forestry pack

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landowner who is involved in reforestation acitivity, Westvaco will pay one-half of the total pine seedling cost. For 1982, Westvaco has provided 1,427,500 pine seedlings to 43 Appomattox County landowners, at a cost of $19,978.

"Westvaco paid more than $350,000 to local wood suppliers and sawmills in 1981," Jerry says.

This contribution to the economy of Appomattox County and the surrounding area is one of many ways in which Westvaco has become an integral part of Central Virginia.

But the company is not limited to this and neighboring states. "We have an active forestry program in Brazil," Joe notes. "We can grow trees there in 15 years, where it takes 30 years to grow them here."

This is typical of Westvaco -- a progressive company leading the way in insuring the wise use of all our forests resources and the availability of forest products in the future.

THE FARMER'S FRIEND

SINCE 1946

Southern States

Southern States

WE'VE BEEN SERVING THE FARMERS IN THIS AREA WITH ALL THEIR FARMING NEEDS:

- FERTILIZER
- FEED
- SEED
- FARM SUPPLIES

Coleman & Sons INC.

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APPOMATTOX, VA.